



AALBORG UNIVERSITET

**STUDIEORDNING FOR
KANDIDATUDDANNELSEN I
ERHVERVSØKONOMI (INTERNATIONAL
MARKETING), 2016**

KANDIDAT
AALBORG

MODULER SOM INDGÅR I STUDIEORDNINGEN

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INTERNATIONAL STRATEGIC MARKETING AND CONSUMER BEHAVIOUR

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet vil introducere den studerende for teorier og metoder med henblik for at sætte den studerende i stand til at analysere internationale markeder og formulere strategier og planer, der vil øge in-ternationale virksomheders konkurrenceevne på disse markeder.

LÆRINGSMÅL

VIDEN

Modulet vil sætte den studerende i stand til at:

- Demonstrere *viden* om teorier og metoder inden for strategisk markedsføring og forbrugeradfærd.
- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og metoder til at analysere muligheder for international markedsføring af forbrugsvarer og -ydelser.

FÆRDIGHEDER

Modulet vil sætte den studerende i stand til at:

- Demonstrere *viden* om teorier og metoder inden for strategisk markedsføring og forbrugeradfærd.
- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og metoder til at analysere muligheder for international markedsføring af forbrugsvarer og -ydelser.

KOMPETENCER

Modulet vil sætte den studerende i stand til at:

- Demonstrere *viden* om teorier og metoder inden for strategisk markedsføring og forbrugeradfærd.
- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og metoder til at analysere muligheder for international markedsføring af forbrugsvarer og -ydelser.

UNDERVISNINGSFORM

Undervisningen gennemføres som en kombination af forelæsninger, cases og seminarer, hvor relevant.

OMFANG OG FORVENTET ARBEJDSINDSAT

10 ECTS.

EKSAMEN

PRØVER

Prøvens navn	International Strategic Marketing and Consumer Behaviour
Prøveform	Mundtlig pba. projekt Intern, individuel mundtlig eksamen på basis af grupperapport.

ECTS	10
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	International Strategic Marketing and Consumer Behaviour
Modulkode	KAEIM20161
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	10
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

E-MARKETING/E-COMMERCE

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Centrale emner og problemstillinger inden for digitalisering, e-marketing og e-handel i relation til formulering af international marketingsstrategi.

LÆRINGSMÅL

VIDEN

Modulet vil sætte den studerende i stand til at:

- Demonstrere *viden* om digitalisering samt redskaber og strategier inden for e-marketing.

FÆRDIGHEDER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og metoder til at foretage undersøgelser af marketingrelaterede problemstillinger i en virksomhed. Herunder segmentering og udformning af marketingstrategier.

KOMPETENCER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og metoder til at foretage undersøgelser af marketingrelaterede problemstillinger i en virksomhed. Herunder segmentering og udformning af marketingstrategier.

UNDERVISNINGSFORM

Undervisningen gennemføres som en kombination af forelæsninger, cases og seminarer. Forelæsningerne vil give den studerende kendskab til udviklingen i digitalisering af for-retningsprocesser samt teorier, der ligger til grund herfor. Den studerende får praktiske redskaber til at analysere digitale processer inden for marketing i internationale virksomheder. De studerende udarbejder i tværkulturelle grupper en modulrapport, som forsvares ved en mundtlig eksamen.

OMFANG OG FORVENTET ARBEJDSINDSAT

10 ECTS.

EKSAMEN

PRØVER

Prøvens navn	E-marketing/E-commerce
Prøveform	Mundtlig pba. projekt

ECTS	10
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	E-marketing/E-commerce
Modulkode	KAEIM20162
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	10
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

SEMESTERPROJEKT: INTERNATIONAL MARKETING IN A THEORETICAL AND METHODOLOGICAL PERSPECTIVE

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

De studerende kan vælge bredt mellem emner og problemområder relateret til international marketing.

LÆRINGSMÅL

VIDEN

- Det overordnede mål med modulet er at give den studerende kendskab til specialiserede emner inden for international marketing.

FÆRDIGHEDER

- Den studerende forventes teoretisk og praktisk at kunne redegøre for centrale dele af de modeller og teorier, som belyses, samt på grundlag af disse at kunne undersøge relevante problemstillinger i praksis.
- Den studerende skal endvidere være i stand til at diskutere og analysere fordele og ulemper ved forskellige teoriretninger og modeller samt evne at relatere modulernes indhold til beslutningsformål i en virksomhed.
- Den studerende skal være i stand til at formulere en marketingproblemstilling med relevans for en international virksomhed.

KOMPETENCER

- Den studerende skal være i stand til at gennemføre en systematisk litteratursøgning, som kan danne ramme for konceptualisering af den identificerede problemstilling.
- Den studerende skal være i stand til at beskrive og diskutere den filosofiske/epistemologiske (videnskabsteoretiske) baggrund for de teorier, der er præsenteret i den gennemgåede litteratur.
- Den studerende skal være i stand til at udarbejde en model/strategi for undersøgelse af den identificerede problemstilling.
- Den studerende skal selvstændigt kunne tage ansvar for egen faglige og erhvervsrelevante udvikling og specialisering.
- Den studerende skal være i stand til at udarbejde en forskningsrapport med en tydelig struktur og et tydeligt sprog.

UNDERVISNINGSFORM

De studerende skal vælge en international marketingproblemstilling i forlængelse af det stof, der er dækket i modul 1 og 2, og efterfølgende løse følgende opgaver: (1) litteratursøgning i relation til den valgte problemstilling og udformning af begrebsramme, (2) præsentation og diskussion af alternative metodologiske tilgange (på basis af viden inden for videnskabsteori og metodologisk design) og (3) forslag til mulige løsninger af den valgte problemstilling. Semesterprojektet udarbejdes i grupper og præsenteres i en rapport.

OMFANG OG FORVENTET ARBEJDSINDSAT

10 ECTS.

EKSAMEN

PRØVER

Prøvens navn	Semesterprojekt: International Marketing in a Theoretical and Methodological Perspective
Prøveform	Mundtlig pba. projekt 3a) Research Methodology: Særlige spørgsmål i forbindelse med semesterprojekteksamen (5 ECTS). 3b) Semesterprojekt: 5 ECTS
ECTS	10
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Semester project: International Marketing in a Theoretical and Methodological Perspective
Modulkode	KAEIM20163
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	10
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

INTERNATIONAL BRANDING AND MARKETING COMMUNICATION

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Centrale emner og problemstillinger inden for international branding- og marketingkommunikation i relation til strategiformulering for international marketing.

LÆRINGSMÅL

VIDEN

Modulet vil sætte den studerende i stand til at:

- Demonstrere *viden* om teorier og modeller inden for branding- og marketingkommunikation.

FÆRDIGHEDER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere branding- og kommunikationsproblemstillinger i internationale virksomheder.

KOMPETENCER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere branding- og kommunikationsproblemstillinger i internationale virksomheder.

UNDERVISNINGSFORM

Modulet vil introducere den studerende til teorier inden for branding- og marketingkommunikation i international erhvervsammenhæng samt redskaber, der sætter den studerende i stand til at analysere og formulere branding- og marketingkommunikationsstrategier med henblik på at forbedre internationale virksomheders konkurrenceevne. Undervisningen gennemføres som en kombination af forelæsninger, cases og seminarer. De studerende arbejder i tværkulturelle grupper en modulrapport, som forsvares ved en mundtlig eksamen.

OMFANG OG FORVENTET ARBEJDSINDSAT

10 ECTS.

EKSAMEN

PRØVER

Prøvens navn	International Branding and Marketing Communication
Prøveform	Mundtlig pba. projekt
ECTS	10
Bedømmelsesform	7-trins-skala

Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	International Branding and Marketing Communication
Modulkode	KAEIM20164
Modultype	Projekt
Varighed	1 semester
Semester	Forår
ECTS	10
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

SEMESTERPROJEKT: EMPIRICAL INVESTIGATIONS FOR INTERNATIONAL MARKETING

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Den studerende skal vælge en valgfri problemstilling inden for international marketing, som ønskes undersøgt. Derefter skal den studerende løse følgende opgaver: (1) litteratursøgning i relation til den valgte problemstilling samt udarbejdelse af en begrebsramme, (2) indsamling af relevant data og (3) udarbejdelse af forslag til mulige løsninger på den valgte problemstilling. Analysearbejdet udføres i grupper og præsenteres i en skriftlig rapport.

LÆRINGSMÅL

VIDEN

- Fremvise viden om marketingrelaterede problemstillinger, samt hvorledes man analyserer med henblik på beslutningsformål.

FÆRDIGHEDER

- Formulere en konkret og relevant international marketingproblemstilling, som ønskes undersøgt.
- Identificere og undersøge teorier med relevans for problemstillingen.
- Udarbejde en forskningsplan.
- Enten indsamle primærdata (ved hjælp af kvantitative og/eller kvalitative metoder) eller anvende sekundærdata til at undersøge den valgte marketingproblemstilling.

KOMPETENCER

- Den studerende skal selvstændigt kunne tage ansvar for egen faglige og erhvervsrelevante udvikling og specialisering.
- Bruge resultatet af egen analyse til at udarbejde alternative løsninger til problemstillingen.
- Præsentere analysen i en forskningsrapport med en tydelig struktur og et tydeligt sprog.

UNDERVISNINGSFORM

De studerende skal arbejde i grupper. Hver gruppe beslutter sig for en eller flere marketingproblemstillinger, som ønskes undersøgt ved hjælp af kvantitative eller kvalitative forskningsmetoder (eller en kombination heraf). De studerende skal endvidere analysere den indsamlede data i forhold til litteraturundersøgelsen og begrebsrammen med henblik på at undersøge den valgte problemstilling. Analysen vil danne grundlag for en forskningsrapport.

OMFANG OG FORVENTET ARBEJDSINDSAT

10 ECTS.

EKSAMEN

PRØVER

Prøvens navn	Semesterprojekt: Empirical Investigations for International Marketing
Prøveform	Mundtlig pba. projekt

	6a) Quantitative and Qualitative Methods in International Marketing/Business Research: Særlig spørgsmål i forbindelse med semesterprojekteksamen (5 ECTS). 6b) Semesterprojekt (5 ECTS)
ECTS	10
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Semester project: Empirical Investigations for International Marketing
Modulkode	KAEIM20166
Modultype	Projekt
Varighed	1 semester
Semester	Forår
ECTS	10
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

CUSTOMER VALUE, MARKETING STRATEGY, AND SALES MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The main purpose of firms is to satisfy the customer and create customer value, thus the creation of customer value is a critical task for marketers and central to sales management. After completing this course, we expect the student to have an in-depth understanding of customer value, including how organisations can compete on creating and delivering superior customer value.

During this module, students will explore key questions such as: what is customer value and why is it important in achieving competitive advantage? How can firms create superior customer value? Why are some firms better at creating superior customer value than others?

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- theories related to customer value creation and capture and reflect on the role of customer value in marketing strategy and sales management.
- how companies build superior customer value, including factors that foster or constrain firm's ability to create customer value creation.
- methodological approaches to measure customer value.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- defining, conceptualizing and explaining how customer value relates to marketing and sales management.
- identifying central theoretical and practical problems within customer-driven marketing strategy and sales management.
- selecting and applying relevant methods to measure customer value both quantitatively and subjectively.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- analysing and evaluating a firm's value proposition by applying relevant concepts and theories from the course.
- designing customer value-driven marketing strategies by applying relevant concepts and theories from the course.
- applying a customer values-based approach to sales management.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

The module shares exams with [KAMAR20203](#)

FACTS ABOUT THE MODULE

Danish title	Kundeværdi, marketing strategi og salgsledelse
Module code	KAMAR20201
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jonas Strømfeldt Eduardsen

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

FOUNDATIONS OF CUSTOMER BUYING BEHAVIOR

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module builds on the marketing thinking of the customer as the central focus point of the company's orientation. The precondition for this is understanding the customer, and what influence and drive the customer's buying behaviour. The module provides the foundation for building this understanding in both a B2B and consumer context.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- central theoretical approaches to customer buying behaviour and be able to reflect on these.
- advantages and disadvantages of various theoretical perspectives, methods, and approaches to customer buying behaviour.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- understanding and explaining central theoretical aspects of the foundations of customer buying behaviour.
- selecting relevant theories for understanding and analysing practical problems in relation to customer buying behaviour.
- applying relevant theories in analysing and solving specific issues within customer buying behaviour.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- independently use and applying relevant knowledge and skills within customer buying behaviour to generalise, abstract, and build understanding of central buying behaviour problems.
- manage to combine theory and practice in an academic way within a central problem in relation to customer buying behaviour.
- convert knowledge and skills in relation to customer buying behaviour to concrete marketing actions, tactics and strategies.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

The module shares exams with [KAMAR20203](#)

FACTS ABOUT THE MODULE

Danish title	Grundlag for kunders købsadfærd
Module code	KAMAR20202

Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jeanne Sørensen Bentzen

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

FOUNDATIONS OF MARKETING, VALUE CREATION AND SALES MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In this module, the student will individually or in groups select an authentic problem of their choice related to customer behaviour, customer value and/or sales management that they wish to examine in detail and write a project report.

The purpose of the module is to provide students with the opportunity to put the theoretical knowledge from previous modules into practice.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- central problems as they are identified within the academic community related to marketing and sales.
- the role of empirical and theoretical context for formulating, exploring and analysing problematics related to marketing and sales.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- identifying and analysing theoretical and/or practical problems related to marketing and sales.
- mastering abilities to identify how empirical and theoretical context impacts on formulating, exploring and analyzing problematics related to marketing and sales. Furthermore, use these skills in the management of the project.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- being able to relate and link research questions and issues to central problems as they are identified within the academic community related to marketing and sales.
- taking into consideration in their work the role of empirical and theoretical context for formulating, exploring and analysing problems related to marketing and sales.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Foundations of Marketing, Value Creation and Sales Management
Type of exam	Oral exam based on a project Group examination with max. 6 students.
ECTS	20
Assessment	7-point grading scale
Type of grading	External examination

Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures
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FACTS ABOUT THE MODULE

Danish title	Grundlaget for marketing, værdiskabelse og salgsledelse
Module code	KAMAR20203
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Poul Houman Andersen

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

RÅVAREØKONOMI INKL. PROJEKT

2020/2021

FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTAGE I MODULET

Den studerende skal være tilmeldt modulet råvareøkonomi 10 ECTS.

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Formålet med dette modul er at sikre, at den studerende kan forbinde kursusindholdet i modulet råvareøkonomi (10 ECTS) med empiriske problemstillinger i et skriftligt projekt baseret på et empirisk problem/udfordring i en virksomhed/institution indenfor råvareøkonomi. Der arbejdes ud fra en problembaseret læring.

Projektet skal omhandle et empirisk/praktisk problem i en virksomhed eller institution (politisk/regulatorisk) indenfor råvareøkonomien og kan beskæftige sig med problemstillingen både teoretisk analytisk og/eller praktisk præskriptiv/løsningsorienteret.

LÆRINGSMÅL

VIDEN

Det er målet, at den studerende efter modulet:

- har kendskab til i hvilken udstrækning markeder reguleres politisk og tendenser i forbindelse med transformationen af de globale råvaremarkeder.
- har kendskab til de basale muligheder for at forvalte risiko på råvaremarkedet.

FÆRDIGHEDER

Det er målet, at den studerende efter modulet:

- kan generere et velinformeret beslutningsgrundlag om konkrete råvareøkonomiske problemer/udfordringer baseret på teoretisk viden og empiri.
- kan håndtere modeller for økonomi- og risikostyring af køb/salg af råvare.
- kan forstå forskellige former for forretningsmodeller igennem værdikæden (fra up til down stream) i råvarekomplekset.
- kan identificere og beskrive (teoretisk) en konkret problemstilling relateret til eksponeringer (fysisk og/eller finansielt) i råvare økonomi og redegøre for de basale økonomiske risici (og muligheder for risikostyring) relateret til virksomhedens konkrete eksponering (forbrug og/eller produktion eller evt. spekulative perspektiver i forbindelse med risikotagning) overfor råvarepriser.
- kan analysere problemfeltet igennem teorier for risikostyring og/eller handelsstrategi/forvaltning (risikotagning) af eksponering på fysiske/finansielle markeder.
- kan identificere og beskrive problemstillingen i perspektivet af nuværende forretningsmodeller samt muligheder for udvikling af nye forretningsmodeller baseret på økonomistyring og risk/reward muligheder.

KOMPETENCER

Det er målet, at den studerende efter modulet:

- kan identificere og verificere en råvareøkonomisk eksponering.
- kan redegøre for en eksponering eller et problem/en mulighed på råvaremarkedet.
- har kendskab til i hvilken udstrækning markeder reguleres politisk og tendenser i forbindelse med transformationen af de globale råvaremarkeder.
- har kendskab til de basale muligheder for at forvalte risiko på råvaremarkedet.

UNDERVISNINGSFORM

Selvstændigt projektarbejde i grupper.

OMFANG OG FORVENTET ARBEJDSINDSAT

30 ECTS.

EKSAMEN

PRØVER

Prøvens navn	Råvareøkonomi inkl. projekt
Prøveform	Mundtlig pba. projekt Mundtlig gruppeeksamen med udgangspunkt i projektet. Gruppen beskriver deres problemfelt og validerede dette i forhold til kursets indhold. Analyser og perspektivering præsenteres og konklusionerne samt evt. præskriptive ideer/anbefalinger for problemløsning.
ECTS	30
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Commodity Economics incl. project
Modulkode	KAORS201621
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	30
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

CONTEMPORARY ISSUES IN INNOVATION AND ENTREPRENEURSHIP

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module defines and discusses selected contemporary and emerging research topics/issues within innovation and entrepreneurship. The purpose of exploring contemporary issues within innovation and entrepreneurship is to ensure that the student possesses knowledge of key concepts, theories and analytical approaches related to for example sustainable transition, innovation in emerging economies, developments within new industries and investments.

This enables the student to critically reflect, select and communicate research-based knowledge and discuss professional and scientific issues related to selected contemporary research topics/issues within innovation and entrepreneurship.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- key concepts, theories and analytical approaches related to selected contemporary research topics/issues within innovation and entrepreneurship,
- and is able to reflect on selected contemporary research topics/issues within innovation and entrepreneurship on a scientific basis.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- critically reflecting and selecting among theoretical and analytical approaches, and – on a scientific basis - setting up analysis of selected contemporary research topics/issues within innovation and entrepreneurship.
- communicating research-based knowledge and discussing professional and scientific issues related to selected contemporary research topics/issues within innovation and entrepreneurship.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- independently taking responsibility for own professional development and specialisation in relation to innovation and entrepreneurship issues.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

PREREQUISITE FOR ENROLLMENT FOR THE EXAM

- It is a prerequisite for exam participation that the student has actively participated in the course activities including approval of specified assignments throughout the module.

EXAMS

Name of exam	Contemporary Issues in Innovation and Entrepreneurship
Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Aktuelle problemstillinger inden for innovation og iværksætteri
Module code	KAINB202020
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Eun Kyung Park , Rasmus Lema

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

INNOVATION AND SOCIETAL CHALLENGES

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Innovation is essential for firms, institutions and societies in order to be able to tackle contemporary and future societal challenges. In the semester project students in groups define and analyse a research problem within the overall specialisation semester theme 'Innovation and societal challenges'.

The project can be carried out in collaboration with a company or other external organisation and/or the project may be connected to ongoing interdisciplinary (mega) projects in collaboration with students enrolled in other study programs at master's level. The project topic is defined by the student and approved by the advisor.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- relevant theoretical and empirical problems within the core field of analysis.
- understanding and on a scientific basis, reflect on the knowledge of the field of analysis as well as be able to identify related scientific issues.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- identifying, defining and motivating a relevant research question within the core field of analysis.
- critically reflecting on and select among the relevant theories and methods, and set up – on a scientific basis – analysis and solution models for the identified issues and problems.
- communicating research-based knowledge and discuss professional and scientific issues with both peers and non-specialists.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- initiating, managing and completing problem-based project work.
- managing work situations and developments that are complex, unpredictable and require new solution models.
- independently taking responsibility for own professional development and specialisation.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Innovation and Societal Challenges
Type of exam	Oral exam based on a project Group examination with max. 6 students. The student may also choose to write the project alone.
ECTS	15

Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Innovation og samfundsudfordringer
Module code	KAINB202021
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Yariv Taran , Birgitte Gregersen

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

ADVANCED INNOVATION MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Due to today's intense competition in increasingly global markets, companies find themselves competing under ever-changing conditions. Those changes force companies to rethink, reorganise and innovate their business more frequently and fundamentally, in order to maintain their competitiveness.

Therefore, managing innovation has become a key challenge for firms. Managing the process of innovation is, however, difficult and the outcome is highly uncertain. Consequently, many efforts to create successful new products and services fail. This advanced module in innovation management facilitate the student to achieve an understanding, skills, and competences regarding the role of technology, innovation and change in business. The module combines an integrative approach to studies of innovation processes emphasizing the integration of market, technological and organizational change. Emphasis is placed on frameworks and methods that are both theoretically sound and practically useful through various real-life examples, and cases taught and practiced in class.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- main concepts, definitions, advanced theories and models related to innovation management.
- advanced theories on how factors in the national and international economic environment affect the innovation processes within firms.
- and has insights in the important role of change in organisations, and how firms should organise and manage such transition processes accordingly - both strategic and operational wise.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- assessing and interpret an innovation process.
- identifying the various challenges involved in innovation processes and make recommendation for handling these challenges.
- assessing theoretical and practical organizational transition and changing management problems, and substantiate and select relevant analysis and solution proposals.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- independently coordinating and conducting an advanced analysis of innovation processes in a firm.
- developing recommendations for innovation management.
- being self-reflective, through the process of organisational transition and change, be critical and open to different people, opinions and competences, different cultures and different economic constraints.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

PREREQUISITE FOR ENROLLMENT FOR THE EXAM

- It is a prerequisite for exam participation that the student has actively participated in the course activities including approval of specified assignments throughout the module.

EXAMS

Name of exam	Advanced Innovation Management
Type of exam	Written or oral exam Group examination with max. 6 students.
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Videregående innovationsledelse
Module code	KAINB202022
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Yariv Taran , Christian Richter Østergaard

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

KANDIDATAFHANDLING

2020/2021

FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTAGE I MODULET

Den studerende skal have bestået alle moduler på de tidligere semestre med mindst 02.

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Kandidatafhandlingen skal dokumentere kompetence til at arbejde med videnskabelige teorier og metoder inden for et afgrænset emne byggende på centrale områder inden for international marketing. Afhandlingen kan behandle teoretisk-praktiske problemstillinger, f.eks. i samarbejde med en virksomhed eller organisation, eller rene teoretiskmetodiske problemstillinger. Emnet, der godkendes af Studienævnet for Erhvervsøkonomi, skal have en kompleksitet og et omfang, der gør det muligt at gennemføre på et semester.

Fagindhold og sammenhæng med øvrige moduler/semestre:

- Afhandlingen er styret af en for uddannelsen relevant problemformulering udviklet af den studerende.
- Besvarelsen er afgrænset, således at afhandlingens analyser og diskussioner er relevante, nødvendige og dækkende for at kunne besvare problemformuleringen.
- Der er konsistens mellem problemformulering, afgrænsning, disposition, analyse og konklusion, således at besvarelsen fremstår logisk i lyset af problemformuleringen.
- Der er en diskussion af og begrundelse for valg og fravalg både med hensyn til emneafgrænsning, teori, metode og empiri (hvis empiri indgår).
- Afhandlingen reflekterer kritisk over de(n) valgte teori(er), metode(r) og empiri (hvis empiri indgår) samt vurderer deres anvendelighed for besvarelsen af problemformuleringen.
- Der er konsistens, således at valg og anvendelse af teori og empiri indgår i samspil med hinanden og kompletterer vidensproduktionen. (Gælder empiriske afhandlinger).
- Der er dokumentation og/eller argumentation for påstande i analyse og konklusion.
- I analysen indgår overvejelser om, hvordan afhandlingens egne resultater ligner og/eller adskiller sig fra andre lignende undersøgelser på området.
- Analysen fokuserer på et velafgrænset problem, dvs. går i dybden og skaber syntese på baggrund af teorier og evt. empiri.
- Afhandlingen viser forståelse af sammenhænge inden for emnets kontekst samt perspektiverer og generaliserer egne resultater til andre lignende situationer uden for den aktuelle kontekst.

Kandidatafhandlingen skal dokumentere viden, færdigheder og kompetencer til at anvende videnskabelige teorier og metoder under arbejdet med et fagligt afgrænset emne.

LÆRINGSMÅL

VIDEN

- Identificere videnskabelige problemstillinger inden for feltet.
- Reflektere over problemstillinger relateret til international marketing på et videnskabeligt grundlag.

FÆRDIGHEDER

- Anvende teorier om international marketing på konkrete problemstillinger, enten fra et empirisk eller teoretisk udgangspunkt.
- Udvælge relevant teori, metode og redskaber og på et videnskabeligt grundlag opstille løsningsmodeller.
- Analysere problemstillinger relevante for medarbejdere og ledelse.
- Formidle forskningsbaseret viden.
- Diskutere professionelle og videnskabelige problemstillinger med både fagfæller og ikkespecialister.

KOMPETENCER

- Styre arbejds- og udviklingssituationer, der er komplekse, uforudsigelige og forudsætter nye løsningsmodeller.

- Planlægge og udvikle udviklingsprojekter inden for international marketing.
- Foretage vurderinger og træffe valg i en kompleks sammenhæng.
- Selvstændigt igangsætte og gennemføre fagligt og tværfagligt samarbejde og påtage sig professionelt ansvar.
- Argumentere på et videnskabeligt grundlag.
- Selvstændigt tage ansvar for egen faglige udvikling og specialisering.

UNDERVISNINGSFORM

Arbejdet med kandidatafhandlingen, herunder problemformulering, metodevalg og litteratursøgning, foretages selvstændigt af den studerende. Problemformuleringen bør dog godkendes af vejleder. Arbejdet kan foregå individuelt eller i grupper.

EKSAMEN

PRØVER

Prøvens navn	Kandidatafhandling
Prøveform	Speciale/afgangsprojekt
ECTS	30
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Master's Thesis
Modulkode	KAEIM20168
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	30
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

EKSPORTMARKETING

2020/2021

FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTAGE I MODULET

Studerende fra kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi) kan deltage i dette valgfag.

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Eksportmarketing udgør det første trin i en international marketingproces. Modul 5a vil derfor introducere den studerende til teorier, modeller og redskaber til at forstå eksportmarketingprocesser og alternative strategier til at forbedre virksomheders konkurrenceevne, hvad angår eksisterende og ny eksport.

LÆRINGSMÅL

VIDEN

Modulet vil sætte den studerende i stand til at:

- Demonstrere *viden* om teorier og modeller inden for eksportmarketing.

FÆRDIGHEDER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere eksportmarketingproblemstillinger i internationale virksomheder i en global erhvervs kontekst.

KOMPETENCER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere eksportmarketingproblemstillinger i internationale virksomheder i en global erhvervs kontekst.

UNDERVISNINGSFORM

Modulet vil introducere den studerende til eksportmarketingteorier samt redskaber, der vil sætte den studerende i stand til at analysere eksportmarketingrelaterede problemstillinger. Undervisningen gennemføres som en kombination af forelæsninger, cases og seminarer.

OMFANG OG FORVENTET ARBEJDSINDSAT

5 ECTS.

EKSAMEN

PRØVER

Prøvens navn	Export Marketing
Prøveform	Skriftlig
ECTS	5

Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Export Marketing
Modulkode	KAEIM20165A
Modultype	Kursus
Varighed	1 semester
Semester	Forår
ECTS	5
Undervisningsprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

CONTEMPORARY ISSUES IN INTERNATIONAL MARKETING

2020/2021

FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTAGE I MODULET

Studerende på kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi) kan deltage i dette valgfag.

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet definerer og diskuterer en række udvalgte eksisterende og fremspirende problemstillinger inden for international marketing, og hvordan disse problemstillinger placerer sig i det teoretiske og ledelsesmæssige landskab.

LÆRINGSMÅL

VIDEN

Modulet vil sætte den studerende i stand til at:

- Demonstrere *viden* om teorier og modeller, der relaterer sig til særlige aktuelle problemstillinger inden for international marketing.

FÆRDIGHEDER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere problemstillinger inden for international marketing i internationale virksomheder i en global erhvervs kontekst.

KOMPETENCER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere problemstillinger inden for international marketing i internationale virksomheder i en global erhvervs kontekst.

UNDERVISNINGSFORM

Undervisningen gennemføres som en combination af seminarer, gæsteforelæsninger og virksomhedsbesøg med henblik på at indfange essensen af fremspirende fænomener.

OMFANG OG FORVENTET ARBEJDSINDSAT

5 ECTS

EKSAMEN

PRØVER

Prøvens navn	Contemporary Issues in International Marketing
Prøveform	Skriftlig

ECTS	5
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Contemporary Issues in International Marketing
Modulkode	KAEIM20165B
Modultype	Kursus
Varighed	1 semester
Semester	Forår
ECTS	5
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

INTERNATIONAL BUSINESS MODELS AND STRATEGIES

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet præsenterer og positionerer forskellige tilgange til udformning af internationale forretningsmodeller og -strategier efterfulgt af seminardiskussion af cases fra virkeligheden.

LÆRINGSMÅL

VIDEN

Identificere forskellige tilgange til udformning af forretningsmodeller og internationale strategier.

FÆRDIGHEDER

Anvende denne viden på praksis (cases).

KOMPETENCER

Anvende relevante teorier og modeller til at analysere internationale forretningsmodeller og -strategier.

UNDERVISNINGSFORM

Undervisningen gennemføres som en kombination af forelæsninger, cases og seminarer, hvor relevant.

OMFANG OG FORVENTET ARBEJDSINDSAT

5 ECTS

EKSAMEN

PRØVER

Prøvens navn	International Business Models and Strategies
Prøveform	Skriftlig Individuel casebaseret skriftlig eksamen. Varighed: 4 timer
ECTS	5
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	International Business Models and Strategies
Modulkode	KAIVØ20165A
Modultype	Kursus

Varighed	1 semester
Semester	Forår
ECTS	5
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet definerer og diskuterer udvalgte aktuelle og fremspirende internationale virksomheds-økonomiske problemstillinger, samt hvordan disse problemstillinger placerer sig i det teoretiske og ledelsesmæssige landskab.

LÆRINGSMÅL

VIDEN

Identificere aktuelle internationale virksomhedsøkonomiske problemstillinger.

FÆRDIGHEDER

Placere fremspirende fænomener i relation til international erhvervsteori samt vurdere deres betydning for ledelsespraksis.

KOMPETENCER

Anvende relevante teorier og modeller til at analysere aktuelle internationale virksomhedsøkonomiske problemstillinger.

UNDERVISNINGSFORM

Undervisningen gennemføres som en kombination af seminarer, gæsteforelæsninger og virksomhedsbesøg med henblik på at indfange essensen af fremspirende fænomener.

OMFANG OG FORVENTET ARBEJDSINDSAT

5 ECTS

EKSAMEN

PRØVER

Prøvens navn	Contemporary Issues in International Business
Prøveform	Skriftlig Individuel skriftlig 24-timerseksamen
ECTS	5
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Contemporary Issues in International Business
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Modulkode	KAIVØ20165B
Modultype	Kursus
Varighed	1 semester
Semester	Forår
ECTS	5
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

VIRKSOMHEDSSAMARBEJDE (PROJEKTORIENTERET FORLØB I VIRKSOMHED MED AFSLUTTENDE PROJEKT)

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Et projektorienteret studieforløb er en mulighed for at kombinere teorier og metoder fra uddannelsen med praksis i virksomheder og organisationer. Et projektorienteret studieforløb finder sted ved danske eller udenlandske virksomheder, danske institutioner og myndigheder i Danmark eller i udlandet eller udenlandske og internationale organisationer. Studieforløbet skal have et uddannelsessigte, og de arbejdsopgaver, der indgår, skal være af akademisk karakter.

Et projektorienteret studieforløb afsluttes med udarbejdelse af en projektrapport. Projektrapporten tager udgangspunkt i de konkrete opgaver inden for international marketing, som den studerende har været med til at løse i virksomheden eller organisationen. Projektrapporten, der danner udgangspunkt for eksamen, skal dokumentere de teoretiske og metodiske overvejelser, der ligger bag opgavernes løsning samt vurdering og valg mellem alternative løsninger.

LÆRINGSMÅL

VIDEN

- Identificere videnskabelige problemstillinger inden for feltet og med udgangspunkt i de faglige kvalifikationer opnået på 1. og 2. semester.
- Reflektere over problemstillinger inden for international marketing på et videnskabeligt grundlag.

FÆRDIGHEDER

- Anvende teorier inden for international marketing på konkrete problemstillinger, enten fra et empirisk eller teoretisk udgangspunkt.
- Udvælge relevant teori, metode og redskaber og på videnskabeligt grundlag opstille løsningsmodeller.
- Formidle forskningsbaseret viden.
- Diskutere professionelle og videnskabelige problemstillinger med både fagfæller og ikke-specialister.

KOMPETENCER

- Styre arbejds- og udviklingssituationer, der er komplekse, uforudsigelige og forudsætter nye løsningsmodeller.
- Planlægge og udvikle udviklingsprojekter inden for international marketing.
- Foretage vurderinger og træffe valg i en kompleks sammenhæng.
- Selvstændigt igangsætte og gennemføre fagligt og tværfagligt samarbejde og påtage sig professionelt ansvar.
- Argumentere på et videnskabeligt grundlag.
- Selvstændigt tage ansvar for egen faglige udvikling og specialisering.

UNDERVISNINGSFORM

Projektarbejdet, herunder problemformulering, metodevalg og litteratursøgning, foretages selvstændigt af den studerende i samarbejde med en udpeget vejleder, som godkender den endelige problemformulering. Arbejdet kan foregå individuelt eller i grupper.

OMFANG OG FORVENTET ARBEJDSINDSAT

30 ECTS.

EKSAMEN

PRØVER

Prøvens navn	Virksomhedssamarbejde (projektorienteret forløb i virksomhed med afsluttende projekt)
Prøveform	Mundtlig pba. projekt Virksomhedssamarbejde (projektorienteret forløb i virksomhed med afsluttende projekt).
ECTS	30
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Company Collaboration (Projectoriented Stay with a Company and Production of Final Project)
Modulkode	KAEIM20167A
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	30
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Anden placering
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

ARBEJDE PÅ ET AKADEMISK PROJEKT I DANMARK

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Et projektorienteret studieforløb er en mulighed for at kombinere teorier og metoder fra uddannelsen med praksis i virksomheder og organisationer, men også at arbejde mere teoretisk/metodisk med en problemstilling. Et semesterprojekt er forankret i et relevant forskningsmiljø.

LÆRINGSMÅL

VIDEN

- Identificere videnskabelige problemstillinger inden for feltet og med udgangspunkt i de faglige kvalifikationer opnået på 1. og 2. semester.
- Reflektere over problemstillinger inden for international marketing på et videnskabeligt grundlag.

FÆRDIGHEDER

- Anvende teorier inden for international marketing på konkrete problemstillinger, enten fra et empirisk eller teoretisk udgangspunkt.
- Udvælge relevant teori, metode og redskaber og på videnskabeligt grundlag opstille løsningsmodeller.
- Formidle forskningsbaseret viden.
- Diskutere professionelle og videnskabelige problemstillinger med både fagfæller og ikke-specialister.

KOMPETENCER

- Styre arbejds- og udviklingssituationer, der er komplekse, uforudsigelige og forudsætter nye løsningsmodeller.
- Planlægge og udvikle udviklingsprojekter inden for international marketing.
- Foretage vurderinger og træffe valg i en kompleks sammenhæng.
- Selvstændigt igangsætte og gennemføre fagligt og tværfagligt samarbejde og påtage sig professionelt ansvar.
- Argumentere på et videnskabeligt grundlag.
- Selvstændigt tage ansvar for egen faglige udvikling og specialisering.

UNDERVISNINGSFORM

Projektarbejdet, herunder problemformulering, metodevalg og litteratursøgning, foretages selvstændigt af den studerende. Problemformuleringen bør dog godkendes af vejleder. Arbejdet kan foregå individuelt eller i grupper.

EKSAMEN

FORUDSÆTNING FOR INDSTILLING TIL PRØVEN

- Ingen ud over de generelle adgangskrav til uddannelsen.

PRØVER

Prøvens navn	Arbejde på et akademisk projekt i Danmark
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Prøveform	Mundtlig pba. projekt Arbejde på et akademisk projekt i Danmark.
ECTS	30
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Work on an academic project in Denmark
Modulkode	KAEIM20167B
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	30
Undervisningssprog	Engelsk
Undervisningssted	Anden placering
Modulansvarlig	Henrik Find Fladkjær

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

STRATEGIC BRAND MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Brands can be extremely valuable assets and a significant growth driver. This module will analyse how brands function as pivotal devices in today's society and the role of strategic brand management in customer value creation.

During this module the student will acquire insights into how companies should manage brands to maximize brand equity. This includes knowledge about the different brand management decisions that must be made to build, measure, and manage a brand. Furthermore, the objective of this module is to provide the student with insights into central theories and approaches related to strategic brand management, including theories on how customers develop brand attitudes and behaviours.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- central theories related to brand management and the role of brand management in customer value creation.
- central methodological approaches to measuring brand equity and evaluating brand performance.
- the unique challenges of managing global brands.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- identifying central theoretical and practical problems within strategic brand management, including issues related to the planning and implementation of branding strategies.
- selecting relevant theories to understand, analyse and solve practical problems in relation to strategic brand management.
- measuring brand equity to evaluate brand performance.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- making appropriate managerial decisions in relation to strategic brand management to maximize brand equity.
- applying central theories related to strategic brand management to analyse and solve practical branding-related problems.
- being self-reflective, critical and open to different implementations of branding strategies.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Strategic Brand Management
Type of exam	Written or oral exam Individual examination.
ECTS	5

Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Strategisk brandledelse
Module code	KAMAR202011
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Andreea Bujac

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

CUSTOMER EXPERIENCE MANAGEMENT AND VALUE CO-CREATION

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module is based on an assumption of value creation as a designed process that unfolds between buyers and sellers in the consumer and B2B markets. It provides the student with insights, knowledge and abilities within the design, management and development of customer experiences (customer experience journey management, CXJM) as part of modern sales management.

The module consists of a high degree of interaction between faculty and students, requiring student participation and commitment. Academically, the course requires that the student have basic knowledge of concepts and theories within buying behaviour and knowledge of concepts such as segmentation and positioning from marketing management.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- the elements of CXJM, being able to identify them and differentiate between them.
- how CXJ is designed, delivered and managed.
- how CXJM satisfaction is measured.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- describing and linking how CXJM relates to marketing and sales management.
- analysing customer journeys and identify pain points.
- discussing practical and theoretical aspects of designs by CXJM.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- designing a CXMJ based on a business case.
- designing processes for evaluation and development of CEM.
- linking CEM with value creation.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Customer Experience Management and Value Co-creation
Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	7-point grading scale

Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Ledelse af kunderejser og værdisamarbejde
Module code	KAMAR202012
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Poul Houman Andersen

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

BÆREDYGTIGHED I ORGANISATIONER

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet fokuserer på bæredygtig udvikling i organisationer. Baggrunden er, at bæredygtighed har fået en central betydning for strategi, ledelse og organisation. Bæredygtighed indebærer en fundamental etisk stillingtagen og praksis i forhold til mennesker, samfund og miljø. Modulet fokuseret på organisationers ansvar i relation til ledelse og forandring.

LÆRINGSMÅL

VIDEN

Det er målet, at den studerende efter modulet har viden om:

- bæredygtighed og etik i relation til ledelse og organisation.
- bæredygtig forandringsledelse.
- strategi og CSR.

FÆRDIGHEDER

Det er målet, at den studerende efter modulet har færdigheder i:

- at anvende perspektiver om bæredygtighed, etik og CSR til at analysere organisationer.
- at analysere etiske problemer i organisationer.
- at oversætte bæredygtige udviklingsmål til forandringsstrategier for organisationer.

KOMPETENCER

Det er målet, at den studerende efter modulet har kompetencer i:

- at anvende bæredygtighed og organisationsetik til at forstå og analysere organisatoriske praksisser.

UNDERVISNINGSFORM

For information se § 17.

EKSAMEN

PRØVER

Prøvens navn	Bæredygtighed i organisationer
Prøveform	Skriftlig og mundtlig Gruppeeksamen.
ECTS	5
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Sustainability in Organisations
Modulkode	KAORS20209
Modultype	Kursus
Varighed	1 semester
Semester	Efterår
ECTS	5
Undervisningsprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	Kenneth Mølberg Jørgensen

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

BUSINESS DESIGN

2020/2021

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Business design omfatter en indføring i klassisk business design tænkning med et specifikt fokus på udvikling og implementering af forretningsmodeller i eksisterende virksomheder på tværs af sektorer. Den studerende introduceres for organisatoriske problemstillinger ved udvikling og forandring af forretningsmodeller og skal arbejde med innovation af forretningsmodeller i praksis. Der tages udgangspunkt i nye kontekstuelle udfordringer for forretningsdesign.

Udviklingen af forretningsmodeller diskuteres i forhold til den eksisterende forretningskontekst, økosystemer og netværk med et fokus på, hvordan forretningsmodeller udvikler sig på tværs af organisatoriske grænser, og hvordan dette underbygges gennem samarbejde og partnerskab.

LÆRINGSMÅL

VIDEN

Det er målet, at den studerende efter modulet har viden om:

- centrale teoretiske tilgange til business design i en åben organisatorisk kontekst og er i stand til at reflektere over forandring af forretningsmodeller på et videnskabeligt grundlag.
- centrale metodiske tilgange til at udforske og forandre forretningsmodeller både teoretisk og praktisk.
- centrale teoretiske aspekter af samarbejde og partnerskaber i en åben organisatorisk kontekst.

FÆRDIGHEDER

Det er målet, at den studerende efter modulet har færdigheder i:

- at udvælge og anvende relevante metoder og værktøjer til at generere viden samt analysere centrale problemstillinger inden for business design.
- at argumentere både teoretisk og praktisk for muligheder og begrænsninger indenfor for business design i en åben organisatorisk kontekst.
- at præsentere og diskutere professionelle og videnskabelige problemstillinger inden for business design med forskellige målgrupper.

KOMPETENCER

Det er målet, at den studerende efter modulet har kompetencer til:

- at anvende relevant viden og færdigheder til at generalisere, abstrahere og opbygge forståelse af centrale problemstillinger inden for business design.
- selvstændigt at foretage løbende analyser, tilpasse og eventuelt udvikle nye løsningsmuligheder til centrale business design problemstillinger i takt med at kompleksiteten stiger.
- at omsætte viden om og færdigheder i at kunne indgå i processer i relation til business design på et fagligt, tværfagligt og professionelt grundlag.

UNDERVISNINGSFORM

For information se § 17.

EKSAMEN

PRØVER

Prøvens navn	Business design
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Prøveform	Skriftlig eller mundtlig Gruppeeksamen med maksimalt seks studerende i hver gruppe.
ECTS	5
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Business Design
Modulkode	KAORS202010
Modultype	Kursus
Varighed	1 semester
Semester	Efterår
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	Louise Brøns Kringelum , Jesper Chrautwald Sort , Yariv Taran

ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

FINANCIAL ACCOUNTING

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The purpose of the module is to give the student a deeper insight into the process of preparing financial statements and reports in compliance with Financial Reporting Standards.

During the module the student will become able to critically evaluate and discriminate among alternative methodologies, identify key concepts, assumptions and conventions underlying the preparation of financial reports. The purpose is to support the student's ability to complete financial evaluations and offer critical and professional contributions in debates about contemporary accounting issues and controversies.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- central theoretical underpinnings of the financial accounting and reporting model and its application to addressing the information needs of users.
- alternative methodological (e.g. normative v positivist) approaches to analyzing accounting controversies and is able to critically evaluate and discriminate among these.
- key concepts, assumptions and conventions underlying the preparation of financial reports and is able to identify these.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- understanding and explaining the regulatory frameworks underlying financial reporting, both nationally and internationally.
- based on the application of fundamental accounting principles, concepts and models, explaining how different approaches to the measurement, recognition and disclosure of various accounting issues can affect the reported financial position and/or performance of a reporting entity.
- critically evaluating how the quality of accounting, based on a financial analysis, is affected by various measurement bases, accounting regulations and accounting application quality.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- individually undertaking a comprehensive preparation and analysis of financial reports in order to provide a complete financial evaluation of the financial position and/or performance of a reporting entity.
- participating in and providing a professional contribution to debates about contemporary accounting issues and controversies.
- developing the ability to critically evaluate the effects of alternative accounting approaches, regulatory frameworks, measurement bases and the recognition and disclosure of various accounting problems and issues in various business contexts.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Financial Accounting
Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Eksternt regnskab
Module code	KAØKS20204
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Paul John Marcel Klumpes

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

ACCOUNTING INFORMATION SYSTEMS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The purpose of this module is to provide students with a strong conceptual foundation in the field of Accounting Information Systems (AIS). The module allows the student to understand, evaluate and use AIS effectively in their future roles as accountants, auditors, managers or consultants. In particular, the module provides an in-depth understanding of an organization's key processes and how data is captured during the flow of these transactions.

The key is to understand the role of AIS in dealing with these business transactions and inherent risk, control and security issues. In addition, the course provides basic and advanced knowledge of AIS packages and enterprise resource planning (ERP) packages, and how such systems are maintained or replaced through processes of analysis, design and implementation.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- conceptual foundations of AIS including control and audit.
- AIS applications.
- AIS development process.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- designing an AIS to provide the information needed to allow key decisions.
- discussing and theorizing on the content, structure and use of AIS that organizations use for management control and risk assessment.
- discussing and theorizing on general and specific problems that may occur when management accounting is integrated into and supported by an AIS.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- identifying areas where AIS can create value for organisations.
- selecting and applying business procedures and systems related to AIS applications.
- contributing to the design of AIS together with software specialists and developers.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Accounting Information Systems
Type of exam	Written or oral exam Individual examination.
ECTS	5

Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Accounting Information Systems
Module code	KAØKS20205
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Sirle Duus Bürkland

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

PORTFOLIO THEORY AND FINANCIAL APPLICATIONS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is an in-depth study of investment portfolios: the theory behind them, construction techniques, and with real-world applications. The student will acquire knowledge and skills about the opportunities and limitations of portfolio theory which are useful in a professional advisory role or portfolio management role.

The purpose of this module is for the student to gain knowledge, skills, and competencies at an advanced level such that the student can discuss and analyse central concepts, methods, models, tools and problems within the subject area.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- and insight in the theories, concepts, models, and methods within the subject area.
- the principles and tools of portfolio theory, portfolio risk, and how to implement theory and methods on real data.
- central aspects within the theories, models, and methods within the subject area; and in addition, the student should demonstrate an understanding of relevance, reliability and validity about these.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- engaging in professional discussions and advices on how to construct portfolios with different risk characteristics.
- analysing and assessing results with respect to their validity, relevance, and limitations with the purpose of deducing a basis for a decision and conclusion regarding a particular financial problem based on the conducted analyses and calculations.
- applying and integrating the skills and knowledge in companies, financial institutions, in advisory roles, or the finance profession in general.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- identifying theoretical and practical financial problems of the companies or financial institutions, and choose and put in place relevant solutions such that the ability to analyse, derive, weigh and judge the different alternative actions is clearly demonstrated.
- reflecting upon the theoretical frame of reference and apply this to analyse and solve financial problems.
- creating and analysing portfolios of financial securities and in assessing the risk of the constructed portfolio.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Portfolio Theory and Financial Applications
Type of exam	Written or oral exam Individual examination.

ECTS	5
Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Porteføljeteori og dens anvendelser
Module code	KAFIN20203
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Frederik Steen Lundtofte

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

INTERNATIONAL FINANCE

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module provides the student with a thorough introduction to international finance, which deals with the identification and management of risks and returns arising from the international trade, investment, financing and dividend decisions of firms at both an individual transaction and portfolio level.

The purpose of this module is that the student gains knowledge, skills, and competencies at an advanced level such that the student can discuss and analyse central concepts, methods, models, tools and problems within the subject area.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- and insight in the theories, concepts, models, and methods within the subject area.
- and solid understanding of the key international finance concepts and their application for companies, for international investments, and in the international financial markets in general.
- explaining and exemplifying central aspects within the theories, models, and methods within the subject area; and in addition, the student should demonstrate an understanding of relevance, reliability and validity about these.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- handling how knowledge in the theoretical frame of reference of the subject area makes it possible to involve in professional discussions and advices on how to construct portfolios with different risk characteristics.
- analysing and assessing results with respect to their validity, relevance, and limitations with the purpose of deducing a basis for a decision and conclusion regarding a particular financial problem based on the conducted analyses and calculations.
- apply and integrating the skills and knowledge in companies, financial institutions, in advisory roles, or the finance profession in general.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- identifying theoretical and practical financial problems of the companies or financial institutions, and choose and put in place relevant solutions such that the ability to analyse, derive, weigh and judge the different alternative actions is clearly demonstrated.
- reflecting upon the theoretical frame of reference and apply this to analyse and solve financial problems.
- analysing types of risks particularly associated with international trade and investments; and in evaluating risks and returns in the context of foreign direct investments.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	International Finance
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Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Finansieringsteori i en international kontekst
Module code	KAFIN20204
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Frederik Steen Lundtofte

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

INTERNATIONALISATION OF DIVERSE ORGANISATIONAL FORMS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

During the module the student will explore the internationalisation of various types of organisational forms such as NGOs, platform organisations, non-for-profit organisations, etc. These forms are not well researched in the International Business literature and offer new avenues for exploring the diversity in internationalisation.

The module aims to address the phenomenon of such organisations, cover relevant theories, frameworks, and practices in understanding their internationalisation, their types and relations with established forms of multinational firms. The impact of such organisational forms on society, policy, technology, economy, commerce and the challenges in their international activities and legitimation will be discussed.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- newly emerging concepts and theories with reference to new organisational forms and their internationalisation.
- approaches and strategies for the internationalisation of various type of organisational forms such as NGOs, platform companies, etc.
- challenges in the internationalisation of diverse organisational forms.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- discussing and delineating practices in the internationalisation of diverse organisational forms.
- analysing and synthesizing state-of-the-art knowledge on internationalised diverse organisational forms.
- pursuing further knowledge related to the module topics through own academic learning.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- applying and reflecting on the internationalisation of diverse organisational forms.
- applying concepts and theories learnt to understand the challenges and practices to internationalising organisations.
- applying problem-based learning principles to identify problems and propose solutions to issues based on own understanding of the subject matter.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Internationalisation of Diverse Organisational Forms
Type of exam	Written exam Individual examination.

ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Internationalisering af forskellige organisatoriske former
Module code	KAINB202013
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jonas Strømfeldt Eduardsen , Romeo V. Turcan

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

MNCs AND ECOSYSTEMS: INNOVATION AND VALUE CO-CREATION FOR SUSTAINABLE DEVELOPMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module discusses the emerging trends of Multi National Companies (MNC) global innovation management such as from value creation to value co-creation with global partners, establishing cross-border strategic alliances and networks for joint innovation, participating and orchestrating innovation ecosystem for sustainable development, etc. The student will develop knowledge and reflect on issues such as, but not limited to, MNCs' global innovation modes and strategies, reverse innovation, innovation ecosystem, interplay between value co-creation and value capture for sustainable development.

LEARNING OBJECTIVES

KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- newly emerging concepts and theories in global innovation management.
- MNCs' innovation management practices and strategies from the value co-creation and value capture perspectives.
- how innovation in ecosystems facilitate MNCs' sustainable development and global competitiveness.

SKILLS

The objective is that the student after the module possesses the necessary skills in:

- analysing and synthesising state-of-art knowledge on MNCs' global innovation management.
- pursuing further knowledge related to the module topics through own academic learning .
- developing own conceptualisation and explanation based on in-depth reflections on academic development and MNCs' global innovation practices.

COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- applying and reflecting on MNCs' global innovation management in cross-cultural contexts.
- applying concepts and theories learnt to understand MNCs' global innovation challenges and practices.
- applying problem-based learning principles to identify problems and propose solutions to issues based on own understanding of the subject matter.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	MNCs and Ecosystems: Innovation and Value Co-creation for Sustainable Development
Type of exam	Written or oral exam Individual examination.
ECTS	5

Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Multinationale selskaber og økosystemer: Innovation og værdiskabelse for bæredygtig udvikling
Module code	KAINB202014
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Yimei Hu , Dmitrij Slepniov

ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences